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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/780,020	02/08/2001	Justin Y. Lee	17929-0002	7404
29052	7590	10/04/2003	EXAMINER	
SUTHERLAND ASBILL & BRENNAN LLP 999 PEACHTREE STREET, N.E. ATLANTA, GA 30309			CUFF, MICHAEL A	
			ART UNIT	PAPER NUMBER
			3627	

DATE MAILED: 10/04/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	09/780,020	LEE ET AL.
	Examiner Michael Cuff	Art Unit 3627

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 09 April 2003.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-21 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) The proposed drawing correction filed on _____ is: a) approved b) disapproved by the Examiner.
 If approved, corrected drawings are required in reply to this Office action.
- 12) The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
 a) The translation of the foreign language provisional application has been received.
- 15) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s). _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449) Paper No(s) <u>6.7</u> | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-10 and 13-21 are rejected under 35 U.S.C. 102(b) as being anticipated by Cho et al.

Cho et al. shows, figure 6 and columns 9-12, a point of purchase video (POS data) distribution system. The system is a video media distribution network including (1) a distribution center (display administrator) which transmits video program segments to the receiving sites, (2) receivers which receive the segments, (3) a tracking system which tracks the product movement at the receiving sites, (4) a network management system which forms playlists (storing a plurality of multimedia presentations) for each of the receiving sites in response to inputs from a user, and (5) display units which display the playlists in the receiving sites. The user, located in the distribution center, has access to the product movement information. The system uses video clips, a "wheel" concept (scheduling file), playlist, "playlist sockets", and a "store and forward" feature. The wheel is a cycle of time that represents the format which video clips are packaged. A wheel can be played over and over. A wheel may fill a "playlist socket", which defines a start, and end time automatically (determining schedule). The "store and forward" feature allows video segments to be stored in the receiving site and later forwarded to

the display unit automatically by the system's network management software. Figure 6 shows a flowchart, which allows one to; depending on level of access, customize displays. (scanning, determining/assigning and modifying)

When playlists or created or updated, the program determines which additional video clips are needed at the stores and sets a pending flag. The pending flag remains with these additional video clips until they are uplinked to the store, which needs them. UPLINK loads the Uplink Form 295, (upload/download, transferring) which compiles the information required at the receiving sites for the playlists. MODEM loads the Modem Form 264, which gives the user elaborate modem communication with all the stores, which allows user to update playlists and perform system maintenance.

FIG. 6 is a process flow chart of the system's Socket Management Form (a remote storing computing device). Playlist sockets are places where a "wheel" (site-specific presentation, tab-delimited format, converting retrieved data into a form useful for populating respective fields) can be placed. When the user selects the PLAYLISTS option, the program enters the Socket Management Form 262 or 263, depending on the user's security level, and displays a list of all store sites, the list of sockets for store no. 1, as a default, and a list of all the available playlists 265. The user can then move through the list of stores displaying (playing presentation) the sockets for each store in the process. The Store Info Database and the Playlist Database provide the information needed for this display.

The user can then select from the available playlists to fill sockets of a particular store site 266. Each store site has its own number of sockets. For example, if a store is

displaying 30-minute wheels of playlists for 18 hours, the store has 36 sockets, which must be filled with wheels of playlists. At this point, the user can also edit a playlist and/or create a new playlist depending on the user's security level. To edit a playlist, the Edit Playlist Form 267 is loaded.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 11 and 12 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cho et al., as applied above.

Cho et al. shows all of the limitations of the claims except for specifying the use of HTTP protocol and a web browser.

The examiner takes Official notice that the use of HTTP protocol and a web browser are well known in the art and are used in order to provide better network communication.

Based on the discussion above, it would have been obvious to one of ordinary skill in the art, at the time the invention was made, to modify Cho et al. network communication system to incorporate the use of HTTP protocol and a web browser in order to provide better network communication.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Ohta and Brown et al. show communication systems of interest.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Cuff whose telephone number is (703) 308-0610. The examiner can normally be reached on 8:00 to 5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Robert Olszewski can be reached on (703) 308-5183. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 308-1113.

Michael Cuff 9/29/03
Michael Cuff
September 29, 2003